MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

DMG 5114 – PRINCIPLES OF MANAGEMENT

(All sections / Groups)

12 JULY 2023
9:00AM – 11:00AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **TWO (2)** pages (including Cover Page) with **FOUR (4)** Questions only.

2. Attempt **ALL** Questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please print all your answers in the Answer Booklet provided.

QUESTION 1

a. Describe the management changes brought about by a technology driven workplace, including the role of supply chain management, customer relationship management, and outsourcing. (10 marks)

b. Explain the strategies managers use to help organizations adapt to an uncertain or turbulent environment. (15 marks)

QUESTION 2

a. Define goals and plans and explain the relationship between them. (5 marks)

b. Describe with relevant examples the **FOUR (4)** essential steps in the management by objectives (MBO) process. (20 marks)

QUESTION 3

a. Identify the **SIX (6)** steps used in managerial decision making. (12 marks)

b. Describe **FOUR (4)** personal decision styles used by managers and explain the biases that frequently cause managers to make bad decisions. (8 marks)

c. Identify how structure can be used to achieve an organization's strategic goals. (5 marks)

QUESTION 4

Identify **FIVE (5)** basic management skills and explain the major sources of these skills. Do managers at all levels require these skills? Explain by giving examples.

(25 marks)

End of Paper